

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 103544 /  
**Alt Order #:** 06829899  
**Product Desc:** HELLER FOR SENATE  
**Estimate:**  
**Flight Dates:** 08/22/12 - 08/28/12  
**Original Date / Rev:** 06/26/12 / 07/16/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Strategic Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 3299 K St. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Heller, Dean for U.S. Senate - Revised  
**Demographic:** A35+  
**Product Codes:** PLC01  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	32	\$23,500.00	\$19,975.00
08/27/12	08/28/12	18	\$13,600.00	\$11,560.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$23,500.00	\$19,975.00	0.00
September 2012	18	\$13,600.00	\$11,560.00	0.00
<b>Totals</b>	<b>50</b>	<b>\$37,100.00</b>	<b>\$31,535.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	23%	\$37,100.00
Market	100%	\$161,304.35

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	36%	\$58,069.57
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$29,034.78
KTUD	1%	\$1,613.04
KVVU	15%	\$24,195.65
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$11,291.30

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
				M-F 5-6a WakeUp w/Wagners											

**NEWS**

Start Date End Date Weekdays Spots/Week Rate Rating

Order / Rev: 103544  
 Alt Order #: 06829899  
 Flight Dates: 08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$400.00	1	0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			3		\$400.00			0.00			
E 2	KSNV	08/27/12	08/28/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$400.00	1	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----			2		\$400.00			0.00			
E 3	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			1		\$700.00			0.00			
E 4	KSNV	08/22/12	08/22/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----			1		\$700.00			0.00			
E 5	KSNV	08/23/12	08/23/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	---T---			1		\$1,400.00			0.00			
E 6	KSNV	08/28/12	08/28/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----			1		\$1,400.00			0.00			
E 7	KSNV	08/28/12	08/28/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----			1		\$500.00			0.00			
E 8	KSNV	08/22/12	08/24/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	--W-F--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	--W-F--			2		\$500.00			0.00			
E 9	KSNV	08/22/12	08/24/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--			3		\$325.00			0.00			
E 10	KSNV	08/27/12	08/28/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$325.00	1	0.00	NM	2	\$650.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----			2		\$325.00			0.00			
E 11	KSNV	08/27/12	08/28/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	MT-----			2		\$425.00			0.00			
E 12	KSNV	08/23/12	08/24/12	Noon News Noon News	CM	12-1230pm	---TF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/20/12	08/26/12	---TF--			2		\$425.00			0.00			
E 13	KSNV	08/22/12	08/24/12		CM	5-630p	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00

Advertiser:	<u>Heller, Dean for U.S. Senate</u>	
Product Desc:	<u>HELLER FOR SENATE</u>	KSNV
Estimate:		

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					6	\$1,000.00		0.00			
E 14	KSNV	08/27/12	08/28/12	M-F Early News	CM	5-630p	MT-----	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					4	\$1,000.00		0.00			
E 15	KSNV	08/27/12	08/28/12	M-F Wheel	CM	7-730pm	MT-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					2	\$1,000.00		0.00			
E 16	KSNV	08/22/12	08/24/12	M-F Wheel	CM	7-730pm	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
				M-F Wheel of Fortune											
				WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					3	\$1,000.00		0.00			
E 17	KSNV	08/22/12	08/24/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--					3	\$800.00		0.00			
E 18	KSNV	08/27/12	08/28/12	Face to Face w/ Ralston	CM	730-758pm	MT-----	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-----					2	\$800.00		0.00			
E 19	KSNV	08/23/12	08/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	---T---					1	\$1,100.00		0.00			
E 20	KSNV	08/27/12	08/27/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-----					1	\$1,100.00		0.00			
E 21	KSNV	08/25/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----SS					2	\$1,100.00		0.00			
E 22	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	1	\$350.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-					1	\$350.00		0.00			
E 23	KSNV	08/25/12	08/26/12	Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----SS					2	\$650.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	08/20/12-08/26/12	Sa-Su Early News		5pm-630pm	-----SaSu	:30		(\$650.00)		0.00	NM		
				See MG 23.3											
				[PGM CHG = NEWS3 LIVE IN PRIME]											
	3	KSNV	08/26/12-08/26/12	News 3 Live in Prime		7-10pm	-----Su	:30		\$650.00		0.00	NM		
				Ⓜ MG for 23.1 08/26											
				[INV CODE]											

Order / Rev: 103544  
 Alt Order #: 06829899  
 Flight Dates: 08/22/12 - 08/28/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 23	KSNV	08/25/12	08/26/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----SS	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
E 24	KSNV	08/26/12	08/26/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/20/12	08/20/12	08/26/12	-----S		1		\$625.00		0.00					
E 25	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:	08/20/12	08/20/12	08/26/12	-----S		1		\$400.00		0.00					
													Totals	50	\$37,100.00